



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **09/18/12-09/24/12**

Contract / Revision **310944 /**

Original Date / Revision
09/13/12 09/13/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI - Q3 Issue - 9.18-9.24.1

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1289**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	11	\$46,410.00	\$54,600.00	0.00	08/27/12	09/24/12	11	\$46,410.00	\$54,600.00
Totals	11	\$46,410.00	\$54,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/18/12	09/24/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-----	1:00	2	\$2,400.00	FX	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	11-----					2	\$2,400.00		0.00			
N 2	WXYZ	09/24/12	09/24/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	1:00	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M-----					1	\$2,000.00		0.00			
N 3	WXYZ	09/21/12	09/21/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	----F--	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 09/14/12

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Contract / Revision **310944** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q3 Issue - 9.1** Estimate # **1289**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	09/21/12	09/21/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	----F--	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	----F--					1	\$2,000.00		0.00			
N 4	WXYZ	09/20/12	09/20/12	7p News M-F 7-730p	CM	7-730pm M-F	---T---	1:00	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	---T---					1	\$4,000.00		0.00			
N 5	WXYZ	09/19/12	09/24/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1-1----	1:00	2	\$4,400.00	P-2	0.00	NM	2	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-1----					2	\$4,400.00		0.00			
N 6	WXYZ	09/21/12	09/21/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	1:00	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	----F--					1	\$5,000.00		0.00			
N 7	WXYZ	09/23/12	09/23/12	Primetime Emmy Award Primetime Emmy Awards	CM	Primetime Emmy A- (9:00 PM-11:00 PM)	-----S	1:00	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$20,000.00		0.00			
N 8	WXYZ	09/24/12	09/24/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	M-----	1:00	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M-----					1	\$7,000.00		0.00			
N 9	WXYZ	09/19/12	09/19/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	--W----	1:00	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	--W----					1	\$1,000.00		0.00			
Totals													11	\$54,600.00	